Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1 - 7.   (Cancelled)

8.   (Currently amended) The method of claim ~~1~~57, wherein the method further includes ~~the steps of: in the computer system~~:

(a)   generating, using the ~~indicating~~ sensing data, product item information; and~~,~~

(b)   providing the product item information as part of the ~~communications~~message.

9.   (Currently amended) The method of claim ~~1~~57, wherein the ~~communications includes a capability to send~~communication request is for sending a free message, the method further including the step of~~, in the computer system~~ embedding advertising material within the ~~free~~ message prior to forwarding the message.

10 - 32.   (Cancelled)

33.   (Currently amended) The method of claim ~~26~~59, wherein the method further includes~~, in the computer system~~ the steps of:

(a)   generating, using the ~~indicating~~ sensing data, product item information; and~~,~~

(b)   providing the product item information as part of the ~~communications~~message.

34.   (Currently amended) The method of claim ~~26~~59, wherein the communication request is for sending~~communications includes a capability to send~~ a free message, the method further including the step of~~, in the computer system~~ embedding advertising material within the ~~free~~ message prior to forwarding the message.

35 - 47.   (Cancelled)

48.   (Currently amended) The method of any one of claims ~~1~~57, ~~26-~~58 and ~~45~~59, wherein the coded data distinguishes the product item from every other product item.

49.   (Currently amended) The method of any one of claims ~~1~~57, ~~26-~~58 and ~~45~~59, wherein the coded data is redundantly encoded.

50.   (Currently amended) The method of ~~any one of claims 1, 26 and 45~~claim 49, wherein the coded data is redundantly encoded using Reed-Solomon encoding.

51.   (Cancelled)

52.   (Currently amended) The method of any one of claims ~~1~~57, ~~26-~~58 and ~~45~~59, wherein the coded data is substantially invisible to the unaided eye.

53.   (Currently amended) The method of any one of claims ~~1~~57, ~~26-~~58 and ~~45~~59, wherein the coded data is printed using infrared ink.

54 - 56.   (Cancelled)

57.   (New) A method of facilitating a communication using a product item, the product item including a surface having disposed thereon or therein coded data, the method including the steps of:

receiving sensing data from a user device, the sensing data resulting from sensing the coded data;

determining that the sensing data is indicative of a communication request associated with a provider;

providing to the user device a provider address associate with the provider;

receiving from the user device a message and a destination address sent to the provider address; and

forwarding the message to the destination address.

58.   (New) A method of facilitating a communication using a product item, the product item including a surface having disposed thereon or therein coded data, the method including the steps of:

      receiving sensing data, the sensing data resulting from sensing the coded data;

      determining that the sensing data is indicative of a communication request associated with a provider;

      facilitating the communication; and

      transferring a payment request for the communication to the provider.

59.   (New) A method of facilitating a communication using a product item, the product item including a surface having disposed thereon or therein coded data, the method including the steps of:

      receiving sensing data, the sensing data resulting from sensing the coded data;

      determining that the sensing data is indicative of a communication request associated with a provider;

      extracting from the sensing data a message and a destination address;

      sending to a provider address associated with the provider at least the message and the destination address; and

      forwarding, by the provider, the message to the destination address.

60.   (New) The method of claim 59, wherein the coded data encodes position data, and at least one of the message and the destination is extracted from the sensing data through evaluating movement with respect to the surface of a sensing device used to sense the coded data.